



2025 EMPLOYER GUIDE

# Guide to entering Best Workplaces in Travel



PROUD TO PARTNER WITH:



# Best Workplaces in Travel is an annual employee engagement survey and awards

We provide top travel companies with critical insight into the key issues and drivers for people working in the travel industry, with awards celebrating the best performers.

## How to get involved:

### ● Register

First up, click the enter now button on our website and complete your company details and payment.

### ● Share the Survey

You'll receive your unique survey link, plus a template to encourage employee participation. The survey should take under ten minutes to complete (it's anonymous and is treated in complete confidence). You choose when you want to send out the survey, but this must be completed by the end of May.

### ● Your Insights

On reaching your completion target, you'll be given access to online insight reports summarising your feedback data, with comparisons against peer averages and benchmarks once the survey has closed.

### ● Notification of Results

An overall score will be generated from your results which allows us to identify the Best Workplaces in Travel. All entrants will be notified within two weeks after completion deadline.

### ● The Awards

You will be invited to attend the award ceremony in London to recognise and celebrate the Best Workplaces in Travel, where the winners in each category will be announced, plus some special awards.



2nd December 2024

**Survey opens for entry**

28th April 2025

**Entry window closes**

30th May 2025

**Survey completion deadline**

Mid-June 2025

**The Best Workplaces in Travel 2025 are notified**

7th July 2025

**Sparkling award ceremony**



# Our unique survey:

Our survey is the ONLY one that asks employees what's important to them first and foremost, and then rate their employer as to how they are performing against that criteria. They'll also answer our five 'killer questions' including an Employee Net Promoter score.

The data collected allows leaders to measure engagement levels, as well as provides the insights to make smart decisions when it comes to their people strategy.

Final individual outcomes are calculated and combined with those of your other employees to produce your organisations overall score. The top scoring travel companies will be recognised as one of the Best Workplaces in Travel.

## BENEFITS

### Insight that makes a real difference.



01

Engaged companies are more productive, creative, and successful.

02

Gain invaluable, measurable insights into what your people think, and take actions to improve.

03

Engaged teams are more cohesive, harmonious, and easier to manage.

04

Attrition is both costly and disruptive and a key issue for leaders.

05

Talent decisions are based on fact rather than guesswork.

06

Be an employer of choice – one that top talent aspire to work for in a competitive recruitment landscape.

07

Provides industry insights to allow you to benchmark against other travel companies.

08

Raise your profile and be recognized as one of the Best Workplaces in Travel.

## Driving survey completion:



Promote it through usual channels such as meetings and social media explaining 'What's in it for me?' so your people are encouraged to give honest feedback



Make available a tablet or computer at work for easy access – managers could take one into their team meetings to encourage people to complete then and there.



Let people know how the survey results will be used, and when you will communicate outcomes and resulting actions.



Remind them this is a quick, anonymous survey that they can complete in their own time; or you might like to give them an extra five minutes on their break to complete.



Senior management play an important role in encouraging people to offer feedback – so it's crucial that they are on board from the start and talk about it at every opportunity.



## Recognising every size of organisation

Best Workplaces in Travel is now open to all publicly and privately held companies selling travel products within the travel industry.

Whether you're a small startup or a large corporation, we want to hear from you! To be eligible, you must have at least 10 employees working in the UK. We're looking for companies that prioritize their employees' well-being, provide a positive work environment, and demonstrate a commitment to excellence in employee engagement.

### Small



NUMBER OF EMPLOYEES  
**10-49**

LEVEL OF COMPLETION  
**80%**

COST + VAT  
**£350**

### Mid-Size



NUMBER OF EMPLOYEES  
**50-199**

LEVEL OF COMPLETION  
**65%**

COST + VAT  
**£550**

### Large



NUMBER OF EMPLOYEES  
**200+**

LEVEL OF COMPLETION  
**50%**

COST + VAT  
**£750**

### OUR AWARDS

The winners of the three size-based categories, along with the special recognition awards, will be announced at our event on the 7<sup>th</sup> July.

### MAIN CATEGORIES

Best Small Company  
Best Mid-Size Company  
Best Large Company

### SPECIAL AWARDS

Equity & Inclusion  
Wellbeing  
Progression  
Performance Recognition  
Happiness





# Testimonials

"We're so pleased HA took part in the Best Workplaces in Travel survey this year. We are who we are and we achieve what we achieve, because of our people. So, making sure our work culture and environment is the very best it can be, right to the core, is crucial. A huge part of that is making sure everyone is contributing, engaged and authentically happy with the environment we've created here – the BWIT survey has helped give us a clear answer to this. With an employee net promoter score of 100%, and scooping second place at this year's BWIT Awards, we couldn't be prouder."

**Marketing Manager, Holiday Architects**



"The feedback was invaluable on a lot of levels... the team have worked incredibly hard since 2023, and last night's accolade was the cherry on top of a lovely cake. It's all been around culture and how your employees "feel on a Sunday night" effect... Today has seen a huge celebration at HXHQ."

**National Retail Manager, Holiday Extras**  
(Large Company Category Winner 2024)

"I put the survey results and feedback comments into a presentation, and we went through it at our 'all staff' meeting yesterday. The survey has been useful for us. Although we solicit feedback regularly, we haven't had an anonymous platform for this, and the Korero survey had an interesting way of gathering and analysing the information. We are keen to participate again year, and to see if we can improve our score!"

**Finance Director, Steppes Travel**



"We've been entering Best Places to Work in Travel since the beginning. The team make it simple and easy to run and the survey provides us with valuable insights to help steer our people focus areas, while also helping us to recognise what makes our culture so strong. On top of that, it's a great bonus being able to understand the benchmarks of the wider industry and how we stand versus other travel companies. It's an excellent scheme and one, which, I'm sure we will continue to enter and gain benefit from in the years to come."

**CEO, Simpson Travel**





Good luck to everyone  
entering this year!

For queries, please contact:

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